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Abstract

Purpose: Reservation of travel and leisure services through the digital environment has gained a growing role in society, influencing the revolution of the sector. It needs to be noted that there is a considerable lack of formal approaches to the identification of factors for the positive reception and use of these digital tools. For this reason, it is necessary to establish the main factors influencing the adoption and use of digital travel and restaurant platforms (TRPs), adding to the theoretical model two new factors: Trust and Word-of-Mouth.

Design/Methodology/approach: A theoretical model has been proposed, based on the extended Unified Theory of Acceptance and Use of Technology (UTAUT2). Data collection was conducted through an online survey, in which 331 responses were compilated. Data obtained were analysed using Structural Equation Modelling (SEM) with AMOS v27 software.

Findings: The results show that Performance Expectancy and Word-of-Mouth have a significant impact on the adoption of travel and restaurant platforms. However, it was found that Effort Expectancy, Social Influence, Facilitating Conditions, Trust and Price/Value are not significant variables.

Social implications: This research confirms that word-of-mouth communication positively influences the use of travel and restaurant platforms, facilitating various aspects for restaurant customers, including reducing wait times, streamlining the ordering process for allergic and intolerant customers, enhancing loyalty programs, order management, and the opportunity to provide a personalized experience.

Originality: This study is the first to incorporate Word-of-Mouth variable into the extended UTAUT2 model applied to travel and restaurant platforms. Through a literature review, it has paved the way for significant future research directions that have not been adequately addressed by the scientific community, including the adoption and usage of food delivery platforms and online review platforms, as well as the behaviour of disabled customers towards these platforms.

Keywords

Travel; Restaurants; Digital platforms; UTAUT2; Structural Equation Modelling

1. Introduction

For the last two decades, the field of technologies Information and Communication (TIC) advanced for opening a break-grounding change in business and management (Kraus *et al.*, 2022; Lau and Höyng, 2022), also in channels of distribution in tourism and leisure industry (Buhalis & Law, 2008; Law et al., 2004; Martin-Fuentes & Mellinas, 2018).

Other areas experiencing changes in TIC, such as restaurant reservation, evolved similarly to bring a revolution to the tourism and food sectors (Ye *et al.*, 2011; Law, Buhalis and Cobanoglu, 2014; Thompson, 2015; Quaglione *et al.*, 2020; Nazmi, Rizhan and Rahim, 2022; Nigro *et al.*, 2023), via product acquisition for introducing channels of distribution in the digital space (Xiang, Magnini and Fesenmaier, 2015; Angeloni and Rossi, 2021), and via using multiple devices (Palau-Saumell *et al.*, 2019; Kamboj and Joshi, 2021; Zanetta *et al.*, 2021; Sharma *et al.*, 2023). TIC areas being in the midst of changes, is happening for users planning their traveling, where users go ahead and make public a visualization of the itineraries along with comments (Xiang, Magnini and Fesenmaier, 2015). In this regard, Arun et al. (2021) state that word-of-mouth communication influences the intention to visit or make reservations at restaurants. Likewise, Sujood et al. (2023) point out that one of the emerging themes in food tourism is related to information technologies. Therefore, travel and restaurant platforms (TRPs) have positioned themselves as a competitive tool for an edge in the online booking segment, provided their variety and availability of varied and low-cost access, to benefit the customer (Liu and Zhang, 2014), also in terms of sustainability (Yang, Weber and Grimm, 2022).

From this approach, e-commerce expanded their reach accordingly those years, so that researchers have gained an interest in the digital landscape promoting this at a time when the tourism sector gained from publications targeting the area (Buhalis and Law, 2008; Kimes, 2011; Amaro and Duarte, 2013; Law, Buhalis and Cobanoglu, 2014; Singh and Bashar, 2021, Arun et al., 2021). To the present day, the transformation and adaptation occurring in enterprises has been fuelled by the spread of Covid-19 (Fuming, Huang and Xiaojing, 2022; Kusa *et al.*, 2022; Kraus *et al.*, 2023), also for travel and restaurant online reservations segment (Gretzel *et al.*, 2020; Zanetta *et al.*, 2021; Ali *et al.*, 2022; Sari *et al.*, 2022). Some of the areas with a high point of interest focusing attention for research studies are TRPs, in relation to behavioural factors, such as: consumer trust (Agag and El-Masry, 2017; Najdawi *et al.*, 2023); for consumers to acquire products (Talwar *et al.*, 2020; Khan, Hameed and Akram, 2023), or to recommend a tool to other users (Choi, Wang and Sparks, 2022). However, a significant gap has been detected in academic research in relation to the detection of Trust and Word-of-Mouth as factors that are accounting for the usage and adoption of these online reservation tools. Thus, we are proposing the base of a theoretical model UTAUT2 (Venkatesh, Thong and Xu, 2012, 2016) from an extended version, for a guiding approach into the analysis of TRPs.

This study presents an analysis of six sections: the first section showcases some introductory remarks for opening the ground for theoretical framework and factors relevant to the guiding hypothesis in the second section. Section 3 establishes the variables along the line of a hypothesis for guiding constructs, for getting into a detailed process of data compilation, information relative to data analysis in the structural model. From the analysis of the results presented in the 4th section methodology, section 5 follows with an analysis of the data refining and structural modelling, prior to the discussion in the context of relevant and significant variables for the usage of travel and restaurant platforms. Section, 7 concludes with the scope of the paper and its limitations for keeping an open line to future investigation in the area.

The research questions that guided the objectives pursued in the present study are:

RQ1. What are the factors influencing user intention and usage of TRPs?
RQ2. Are other factors directly linked to user psychology, such as trust and WOM influencing user intention and usage of TRPs?

Research objectives:

RO1. To identify the influences arising from factors in the UTAUT2 model, relating to user intention and usage of TRPs.

RO2. To evaluate the relation in each of the factors analysed to intention and usage.

RO3. To present a relevant factor that is inherently influencing the usage and use behaviour around TRPs.

RO4. To identify and evaluate the relation between trust factors and WOM with TRPs.

RO5. To develop a predictive model for the correlation of trust and WOM as factors that help predict user intention and usage of TRPs.

2. Theoretical framework

2.1 Travel and restaurant reservation platforms

In the complex digital tourist environment, the lodging and food sectors utilizes several online's distribution channels for increasing their brand visibility and gain more share in the online reservations segment (Angeloni and Rossi, 2021). Direct website reservations, search engines, or intermediate channels are fully updated and consolidated with current trends in a saturated market (Xiang, Magnini and Fesenmaier, 2015). In this area, it is noticeable that travel apps with a wider market share (Xiang, Magnini and Fesenmaier, 2015; Talwar *et al.*, 2020) are in the front for their innovative edge (Raad, Sharma and Nicolau, 2023). Their success in part is arising from their focus in targeted information and snapshots at no cost, with the aim of capturing the attention of potential customers. Another strength is the access to users to individual's recommendations on places and services (Angeloni and Rossi, 2021). TRPs are attractive for the youth, particularly, Generation Y presents an active interest in leisure planning using online tools (Xiang, Magnini and Fesenmaier, 2015). In this context, the emphasis relies on two of the biggest corporations at the global stage: Booking Holdings (Previously known as Priceline) and Expedia Group (Martin-Fuentes and Mellinas, 2018; Schegg, 2022). In the case of the restaurant industry, platforms such as Thefork, a company of Tripadvisor Group, have been positioned as leaders in this field, generating millions in revenue in Europe with 30 million users, corresponding 6 million users to the Spanish market (The Fork.com, 2023).

2.2 UTAUT/UTAUT2 models

The study of acceptance and user behaviour in technology via predicting factors accounts for a great part of empirical approaches for an overarching theory based on a systematic approach (García de Blanes Sebastián, Artonovica and Sarmiento Guede, 2022). One theory extensively applied from UTAUT (Venkatesh *et al.*, 2003) integrates nits constructs and variables from a multidisciplinary perspective, by applying up to 8 constructs from different branches: Innovation Diffusion Theory IDT (Rogers, 1961); Theory of Reasoned Action TRA (Ajzen and Fishbein, 1980); Theory of Planned Behaviour TPB (Ajzen, 1991); Social Cognitive Theory SCT (Bandura, 1986); Technology Acceptance Model TAM (Davis, 1989); Model of Personal Computer Utilization MPCU (Thompson, Higgins and Howell, 1991); Motivational Model MM (Davis, Bagozzi and Warshaw, 1992); C-TAM; Combined TAM-TPB (Taylor and Todd, 1995). The relevant factors to build in from this theoretical framework are *Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating Conditions*. Based on

these variables, *Use Behaviour* is affected by *Behavioural Intention,* being this variable affected by the four variables mentioned (Venkatesh *et al.*, 2003).

Scholars have added a set of variables that are encompassing from the UTAUT2: *Hedonic Motivation, Price/Value,* and *Habit* for a wider scope in insights and predictions (Venkatesh, Thong and Xu, 2016; García de Blanes Sebastián, Sarmiento Guede and Antonovica, 2022a). To present, the theoretical extended theory framework UTAUT2 has gained full recognition in relevant fields (García de Blanes Sebastián, Sarmiento Guede and Antonovica, 2022b), with a noticeable increase in acceptance technology adoption in diverse fields by adding relevant factors from this perspective.

2.3 Scientific Research about UTAUT/UTAUT2 in TRPs

The analysis of factors in the usage of TRPs from a consumer perspective have been debated in several papers. Park et al. (2007) analysed the effect and factoring of the perception of the quality of web design to the overall Website Quality in the distribution of usage and market access. Another study looking into factors impacting the use and intention to use online reservation centres was presented (Agag and El-Masry, 2017). Another study) aligning with the Theory of Consumption Values added some of the factors that directly impact consumers in securing their purchases in travel platforms (Talwar *et al.*, 2020). Moreover, Choi, Wang and Sparks (2022) show that *utilitarian values,* and *hedonic values* as factors directly and positively affecting *users trust* around travel apps, Booking.com and Tripadvisor, which in turn, show an impact over intention towards, for instance, recommending a set app, or by *intention to recommend.*

Regarding UTAUT-UTAUT2 in analysing TRPs, there are studies in specific fields as tourism apps (Ali *et al.*, 2022; Kamboj and Joshi, 2021; Palos-Sanchez, Saura and Correia, 2021), recommendation tools (Assaker, Hallak and El-Haddad, 2020), entertainment (Aranyossy, 2022), restaurants (Nazmi, Rizhan and Rahim, 2022; Palau-Saumell *et al.*, 2019; Surya, Sukresna and Mardiyono, 2021), or hotel booking (Nawaz *et al.*, 2020; San Martin and Herrero, 2012).

3. Hypothesis development

To present, the extended theory framework UTAUT2 through the traditional variables (*Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price/Value* and *Habit*) has gained full recognition in relevant fields (García de Blanes Sebastián, Sarmiento Guede and Antonovica, 2022b), with a noticeable increase in acceptance technology adoption in diverse fields by adding relevant factors from this perspective. In this case, *Trust* has been added to the model because it reduces users' uncertainty regarding whether to use one reservation and restaurant platform over another (Tamilmani et al., 2022), and *WOM* because it increases its usage (Cabrera-Sánchez et al., 2020).

3.1 Performance expectancy

Performance expectancy is a metric used to evaluate whether a specific technology is useful from the consumer and to easy off their work (Venkatesh *et al.*, 2003; Venkatesh, Thong and Xu, 2012). PE is widely applied and showed positive results as seen in relevant literature (Escobar-Rodríguez and Carvajal-Trujillo, 2014; Gupta and Arora, 2017; Gupta and Dogra, 2017; Gupta, Dogra and George, 2018; Nawaz, Kaldeen and Hassan, 2020;

Palos-Sanchez, Saura and Correia, 2021; Ali *et al.*, 2022). Taking this basis as consideration towards a first hypothesis:

Hypothesis 1. Performance expectancy could positively affect user's intention of using TRPs.

3.2 Effort expectancy

Effort Expectancy is commonly identified with variables determining the degree of ease of use perceived by the user (Venkatesh et al., 2003; Venkatesh, Thong and Xu, 2012). There are diverging outlooks on the influence of this variable on online platform users (Lu and Yu-Jen Su, 2009; Tamilmani *et al.*, 2022; Wang and Jeong, 2018). However, in other studies the results are positive (Casaló, Flavián and Guinalíu, 2010). Similarly, EE as variable that is positively impacting user intention upon purchases within tourism platforms (San Martín and Herrero, 2012; Escobar-Rodríguez and Carvajal-Trujillo, 2014). Considering this evolution into the present perception of *use behaviour*:

Hypothesis 2. Effort expectancy could positively affect user's intention for using TRPs.

3.3 Social influence

Social influence refers to the perception relative to a social environment in proximity to users, as positively impacting the use of a specific technology (Venkatesh *et al.*, 2003; Venkatesh, Thong and Xu, 2012). This variable appears relevant in *behavioural intention* as it is impacting specifically to mobile technology applied to several platforms in e-commerce (Misra, Mahajan and Singh, 2022) and bank users (García de Blanes Sebastián, Antonovica and Sarmiento Guede, 2023), as well as, in TRPs (Escobar-Rodríguez and Carvajal-Trujillo, 2014; Gupta, Dogra and George, 2018; Palos-Sanchez, Saura and Correia, 2021). However, there exist studies that find the variable not relevant (Gupta and Dogra, 2017; Ali *et al.*, 2022). From this perspective, it is suggested that:

Hypothesis 3. Social influence could positively affect user's intention for using TRPs.

3.4 Facilitating conditions

Facilitating Conditions as variable relates to the users' perception to implement resources and resource to technology in a systematic approach, so it can be satisfactory (Venkatesh *et al.*, 2003; Venkatesh, Thong and Xu, 2012). In the TRPs area, it is taken into consideration for its impact in user behaviour (San Martín and Herrero, 2012; Escobar-Rodríguez and Carvajal-Trujillo, 2014; Gupta and Dogra, 2017; Gupta, Dogra and George, 2018; Surya, Sukresna and Mardiyono, 2021). Additionally, some studies show that FC lack an inherent effect and should not be taken into consideration (Palos-Sanchez, Saura and Correia, 2021). From this ground, it can be established:

Hypothesis 4. Facilitating conditions could positively affect user's intention for using TRPs.

3.5 Price/value

Price/value is a variable identifying user perception around the relation between benefits perceived in technology usage and the cost of technology (Venkatesh, Thong and Xu, 2012). Some studies have been detected that this metric positively influences the intention to use of the technology used, even when it does not have a direct cost for the user, but it does allow the user to save costs in its final consumption (Palau-Saumell *et al.*, 2019). This perceived easiness of use affects TRPs, specifically, as these are entangled with online review platforms (Assaker, Hallak and El-Haddad, 2020), and platforms where

customers are benefitting from comparing prices and products (Angeloni and Rossi, 2021; Raad, Sharma and Nicolau, 2023). From this approach, the variable is analysed as follows:
Hypothesis 4. Price/value could positively affect user's intention for using TRPs.

3.6 Trust

Trust relates to the level of confidence from users towards a specific service (Gefen, Karahanna and Straub, 2003). *Trust* is a key element in e-commerce (Bhattacherjee, 2002) and in any technology that entails an exchange in the process, by means of transferring capital knowledge, be it information or know-how (Zhou, 2013; Wang, Ngamsiriudom and Hsieh, 2015; Greener, 2017; Hooda *et al.*, 2022). In TRPs, *trust* is known to be influencing user behaviour in Airbnb (Tamilmani *et al.*, 2022). From this outlet, arises a guiding variable into the hypothesis:
Hypothesis 5. Trust could positively affect influences user's intention for using TRPs.

3.7 Word-of-Mouth

Word-of-Mouth is defined as a social behaviour in which the user recommends a service or product either positively or from a negative light, so it is to affect the acquisition of the product or service (Zhang *et al.*, 2017; Farzin *et al.*, 2021; Abu-Taieh *et al.*, 2022). In the current digital environment, different types of WOM coexist, with face-to-face conversations and digital opinion sites being the most relevant and those that consumers consult first (Bartschat *et al.*, 2022). In this sense, it has been demonstrated how WOM influences user behaviour in travellers, and, therefore, in the behavioural intention around leisure and food services, where an increase of 10% in user ratings on the Internet causes an increase of more than 5% in online reservations (Ye *et al.*, 2011). Another similar study obtained comparable results (Öğüt and Onur Taş, 2012). More recent studies have demonstrated the positive effect of WOM on the intention to use TRPs (Cabrera-Sánchez et al., 2020). Taking into account the above precepts, the following hypothesis is proposed:
***Hypothesis 6. Word-of-mouth could positively affect user's intention for using TRPs.***

3.8 Behavioural intention

Behavioural intention relates to the disposition of the user to use a technology (Venkatesh *et al.*, 2003; Venkatesh, Thong and Xu, 2012; Abu-Taieh *et al.*, 2022). There are different studies that are linking behavioural intention/use behaviour with actual usage of a digital platform (San Martín and Herrero, 2012; Escobar-Rodríguez and Carvajal-Trujillo, 2014; Cabrera-Sánchez, Gil-Cordero and Alves, 2020; Palos-Sanchez, Saura and Correia, 2021). In relation to the elements that are mentioned, the hypothesis is posed as follows:
Hypothesis 7. Behavioural Intention could positively affect user's behaviour for using TRPs.

Figure 1: Model for the analysis
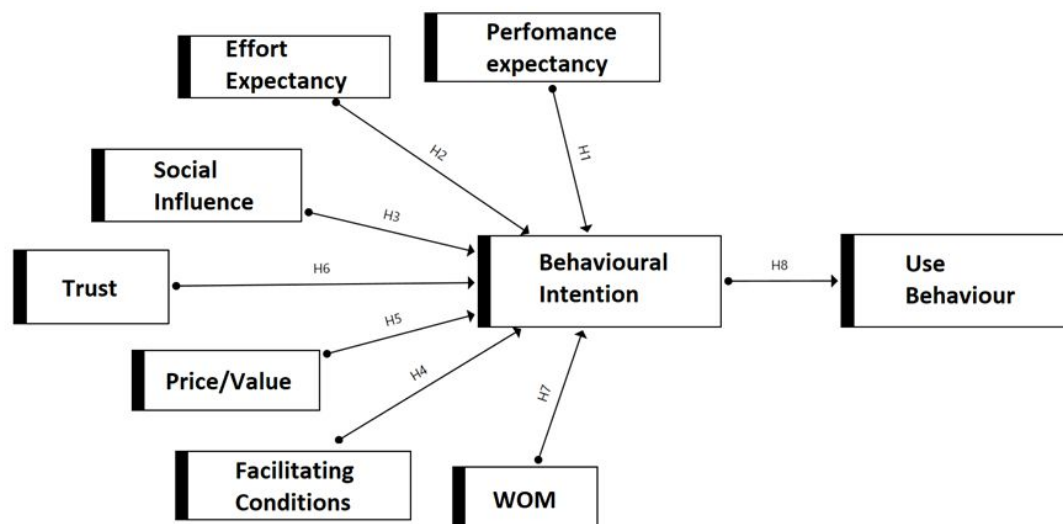
Source: Authors

4. Methodology

The following sections detail the process for an assessment metric developed via a measuring instrument. This standard methodology for data collection is adapted for the size of our sample and described prior to presenting the results, in the next section.

4.1 Development of the measuring instrument

Based on UTAUT2, the following steps aim at tackling the measurement instrument: first, a definition of the constructs; second, we reviewed the literature and measurement instruments as these applied in other research to measure the same constructs. In the third stage, a questionnaire designed with specific questions about user perceptions and their use of the data in travel and restaurant platforms, using the five-point Likert scale to obtain a quantitative measure of the perceptions and attitudes of the respondents. This tool, useful and effective in quantitative research (Babakus & Mangold, 1992; Grove & Gray, 2018), is preferred because it allows to optimize for cognitive biases and confusion in the replies; in addition to providing quality data, it has been recommended by researchers widely in this field (Babakus & Mangold, 1992; Revilla et al., 2014).

The questionnaire composition is segmented into two sections. The first section includes 5 items to collect demographic and data usage information unrelated to travel and restaurant platforms. The second section consists of 36 items and focuses on questions related to the factors established as guiding hypothesis in the proposed theoretical framework. In particular, 9 constructs have been used, of which 7 have been adapted from the instrument proposed by Venkatesh et al. (2012), while the questions of the remaining constructs have been adapted from relevant academic articles. Each construct is composed of 4 items. The constructs of *performance expectancy, effort expectancy, social influence, facilitating conditions,* and *behavioural intention* were obtained from Venkatesh et al. (2003), while the *price/value* construct is obtained from Venkatesh et al. (2012). On the other hand, *trust* as a construct was obtained from Bhattacherjee (2002), García de Blanes Sebastián et al. (2023) and Gefen et al. (2003), while *word-of-mouth* (WOM), is a construct obtained from Zhang et al. (2017).

4.2 Data collection

Before collecting the questionnaire responses, a pilot was conducted with several participants to identify possible difficulties in completing the round of questions. Subsequently, the data was adjusted based on their feedback and a QR code and link, sent through various social networks so that participants could access the survey. A self-administered survey seems more feasible for its flexibility, anonymity, low cost, and high participation rate (Dillman & Smyth, 2007). A convenience non-probabilistic sampling method was employed for data collection: a total of 450 responses with 119 eliminated since these were other than users of travel and restaurant tools, and for readings taken in the months of November to December 2022 and January 2023. This sampling method is applied for reasons of time and cost saving. Furthermore, convenience sampling allows to control he characteristics of the sample, and uncommon characteristics can be known, as they are more available for the researcher.

Regarding the descriptive analysis of the sociodemographic and usage characteristic of the 331 valid participants of the survey, the results show that 55.3% of the participants are women and 44.7% are men. In terms of date of birth, 25.4% are born before 1965, 29.6% born between 1980 and 1999, and 45%, after 2000. About the level of studies, 71% have university studies or equivalent, 28.7% with higher professional education, and only 0.3% with general secondary education (ESO-FP). Paying attention to the use of these platforms, 90.6% of respondents claim to use this platform while 9.4% do not use it. In reference to the frequency of use, 66.5% of participants use travel and restaurant platforms between 1 and 10 times, 15.7% between 10 and 20 times a year, 16.6% do not use it, and only 1.2% use it more than 21 times. Finally, only 6.3% of respondents use travel and restaurant digital tools only as booking platforms, while 93.7% use other options besides these digital platforms.

4.3 Sample Size

Hair et al. (2014) have proposed to execute a calculation of the sample needed to carry out the study of structural equations through some parameters. Next, the sample needed in the research is calculated according to these parameters:

1. Expected effect size (0.30)
2. Level of desired significance (0.05)
3. Number of model-independent variables (two, intent to use and use)
4. Calculate the minimum number of observations per variable (10 observations for each variable)
5. Calculate the total number of observations needed (280)
6. Adjust sample size to compensate for possible data losses (10-20%)

After applying the calculation, the minimum sample size appears at 308 questionnaires, the minimum for the scope of this study; since there are 331 responses, we have an adequate sample size.

5. Results

First, through the IBM SPPS v28 program, the data quality is verified, the measurement model validated, an exploratory data analysis performed, and the data is prepared for analysis and the appropriate estimation method selected accordingly. Subsequently, the analysis of the structural equations is carried out through SPSS AMOS 27, through the analysis of the measurement model that focuses on evaluating the reliability and validity

of the latent constructs and their observable indicators. The internal consistency and validity of the indicators, the convergent and discriminant validity of the latent constructs, and other assumptions of the measurement model are evaluated. The goal is to ensure that latent constructs are measured reliably and appear valid. The analysis of the structural model is carried out afterwards, which focuses on evaluating the relationship between the latent constructs and the research hypotheses. It analyses the causal structure of the model, the strength of the relationships between the constructs and evaluates whether the model fits well with the data. The aim is to validate research hypotheses and provide a theoretical explanation of the relationships between latent constructs as proposed by Anderson & Gerbing (1988).

5.1 Validation of psychometric assumptions

Kolmogorov's normality tests are used, according to the results the significance value for all variables is less than 0.05, so, it indicates that the null hypothesis --that the data follow a normal distribution-- is rejected. Therefore, it can be concluded that the data do not follow a normal distribution in this sample. However, Kurtosis = 217.81 and critical region = 41.22 are observed, so that the coefficients of asymmetry and kurtosis are within the recommended values (less than 3 and 10, respectively). Hence, the method of assessment is valid to continue with the analysis.

5.2 Analysis of the Measurement Model

To assess the quality of measurements of latent variables in a structural equation analysis, two measures are used: reliability and convergent validity.
Reliability refers to the internal consistency of the items of a latent variable. It is evaluated using the composite reliability coefficient (CR), which must be greater than 0.7 for each latent variable (Heinzl et al., 2011). As shown in the results in figure 1, all latent variables have a CR greater than 0.7, indicating that the items that make up each variable consistently and reliably.
Convergent validity refers to the assessment model to itemize the construct to be measured. It is evaluated using the average variance extracted (AVE), which must be greater than 0.5 for each latent variable (Hair et al., 2010). In the analysis, all latent variables have an AVE greater than 0.5, which indicates that the items adequately measure the underlying construct.
As for the standardized load coefficients, all are greater than 0.7 (Hair et al., 2010), suggesting that the items are important for measuring the variable and contribute significantly to its measurement.
Therefore, table 1 shows that all latent variables have good reliability and convergent validity, after five elements were eliminated.

Table 1: Assessment of reliability and validity of constructs

Constructs	Items	Standard loadings	CR	AVE
Performance expectancy Venkatesh et al. (2003, 2012)	PE2. Travel and restaurant platforms (TRP) help me in finding tourism services quickly.	0.834	0.82	0.695
	PE4. Using TRP makes any search for tourism services easier.	0.759		
Effort expectancy Venkatesh et al. (2003, 2012)	EE1. Learning how to use TRP is easy for me.	0.841	0.891	0.673
	EE2. My interaction with TRP apps is clear and easy to follow.	0.852		
	EE3. It is easy to show ability when using TRP.	0.835		
	EE4. It is easy to make TRP do what I need it to do.	0.749		
Social influence Venkatesh et al. (2003, 2012)	SI1. People that are important for me think that I should use TRP.	0.9	0.932	0.821
	SI2. People who have an impact in my choices think that I should use TRP.	0.905		
	SI3. People whose opinions I value prefer that I use TRP.	0.905		
Facilitating conditions Venkatesh et al. (2003, 2012)	FC2. I have the necessary resources for using TRP.	0.751	0.809	0.586
	FC3. I have the necessary knowledge for using TRP.	0.789		
	FC4. TRP are compatible with other technologies that I've already used.	0.737		
Price/value Venkatesh et al. (2012)	VP1. TRP have a reasonable cost.	0.768	0.876	0.702
	VP2. TRP have a good relation quality-price.	0.855		
	VP3. With the current market price, TRP offer high value.	0.869		
Trust Bhattacherjee (2002), García de Blanes Sebastián et al. (2023), Gefen et al. (2003)	TR1. TRP make efforts to solve any concerns on the side of customers.	0.782	0.861	0.608
	TR2. TRP have a competent service provider.	0.839		
	TR3. TRP take care of its customers.	0.78		
	TR4. Overall, I trust TRP.	0.707		
WOM Zhang et al. (2017)	WOM1. I would like to talk to others about my experience with TRP.	0.857	0.924	0.751
	WOM2. I am pleased to recommend TRP to other users.	0.902		
	WOM3. I will recommend TRP to others.	0.847		
	WOM4. I will tell others the benefits of TRP.	0.86		
Behavioural intention Venkatesh et al. (2003, 2012)	BI1. I intend to continue using TRP in the future.	0.838	0.896	0.682
	BI2. I plan on using TRP frequently.	0.811		
	BI3. If I was in search of lodging or food services, probably I would use TRP.	0.83		
	BI4. I will do my best, to use TRP to find lodging or food services.	0.825		
Use behaviour Venkatesh et al. (2003, 2012)	UB1. I consider myself a frequent user of TRP.	0.83	0.93	0.77
	UB2. I prefer using TRP anytime is available.	0.901		
	UB3. I carry on my reservations via TRP.	0.877		
	UB4. My tendency to use TRP always, for as long as they are available.	0.901		

Source: authors

Discriminant validity in structural equations is a statistical technique used to verify that the measures used to evaluate different constructs are actually different from each other

(Fornell and Larcker, 1981; Henseler, Ringle and Sarstedt, 2015; Kline, 2015; Hair *et al.*, 2017).

The Heterotrait-Monotrait Ratio (HTMT) is a technique used to check the discriminant validity of latent constructs. This technique compares the correlation coefficients in the indicators between latent constructs (Heterotrait) with the indicators within each construct (Monotrait). The value of the HTMT must be under 0.90 to ensure adequate discriminant validity (Henseler et al., 2015). The results of the HTMT analysis (table 2) show that all correlations between constructs are significantly under 0.90, suggesting lack of multicollinearity between constructs in the model. This indicates that constructs are measured differently enough and justifies their use in conjoint analysis.

Table 2: Ratio Heterotrait-Monotrait

	PE	EE	SI	FC	VP	TR	WOM	BI	UB
PE									
EE	0.849								
SI	0.545	0.4							
FC	0.633	0.75	0.15						
VP	0.492	0.418	0.4	0.462					
TR	0.596	0.565	0.531	0.508	0.878				
WOM	0.739	0.596	0.751	0.409	0.501	0.706			
BI	0.894	0.771	0.593	0.585	0.57	0.728	0.848		
UB	0.792	0.653	0.703	0.402	0.417	0.571	0.82	0.895	

Thresholds are 0.850 for strict and 0.900 for liberal discriminant validity (Henseler et al., 2015).

Source: Authors

Once the measurement model has been adjusted and the factorial structure has been validated, the next step is to evaluate the quality of the model's fit to the empirical data using the goodness of fit point-index numbers to the final measurement model (table 3). These index numbers provide information on the quality of the overall fit of the model, as well as on the quality of the fit of each of the indicators to the corresponding latent factor. A model is considered to have a good fit whenever the values of the goodness-of-fit index are within certain established ranges (Hu & Bentler, 1999; Kline, 2015).

Table 3: Index Goodness of Fit measurement model

Measure	Estimate	Limit	Interpretation
CMIN/DF	2.537	Between 1 -3	Excellent
CFI	0.931	>0.95	Admissible
SRMR	0.065	<0.08	Excellent
RMSEA	0.068	<0.06	Admissible

Source: Authors

CMIN/DF: This measure indicates the relationship between the value of CMIN and the number of degrees of freedom. In general, a value lower than 3 is considered to indicate a good fit of the model. In this case, the value of 2.537, indicates an excellent fit.

CFI: It is a measure of goodness of fit that compares the proposed model with a null model. The value of the CFI varies between 0 and 1, and a value greater than 0.95 is considered to indicate a good fit of the model. In this case, the value is 0.931, indicating an acceptable but not optimal fit.

SRMR: It is a measure of the difference between the observed data and the data estimated by the model, standardized by the residual variance. A value less than 0.08 indicates a good fit of the model. In this case, the value obtained is 0.065, which indicates an excellent fit.

5.3 Structural Model Evaluation

Next, the evaluation of the final structural model is presented. At this stage, the relationship between the latent variables is examined and it is checked whether the structural model is adequate to explain the observed data. The regression coefficients are examined and checked whether they are significant, or they fit the hypotheses proposed. Additional analyses are also performed to check the goodness of fit of the model and to ensure that the assumptions of the structural equation are aligned.

5.3.1 Sample validation

The application of the critical index N of Holter is a commonly used technique to evaluate the accuracy of a model of structural equations and determine if the sample used is sufficiently large. This index is based on the idea that, as the sample size increases, the value of the coefficient of determination (R^2) of the model also increases. According to Kline (2015), if the value of N is greater than the sample size used, it can be concluded that the model is valid and that the sample is large enough for the model. The sample size with 331 questionnaires is acceptable, as Holter's analysis concluded that the minimum required sample size would have been 140 and 146 for significance levels of 0.05 and 0.01, respectively.

5.3.2 Analysis of the model

To analyse the final model of structural equations, different measures to evaluate the goodness of fit of the model were used.

The CMIN indicates the chi-square value and is used to evaluate the fit of the model. In this case, the model has a CMIN value of 1073.301 with 405 degrees of freedom and a CMIN/DF ratio of 2.650. These values suggest that the model fits the data reasonably well. NFI, RFI, and CFI are incremental fit measures and are used to make a contrast between models. In this case, the model has NFI values of 0.885, RFI of 0.868, and CFI of 0.925. These values suggest that the default model is a good fit for the data. The RMSEA is an absolute fit measure and is used to assess the goodness of fit of the model. In this case, the default model has an RMSEA value of 0.071, suggesting that the model fits the data appropriately.

Table 4 shows the results of hypothesis validation, which refer to the proposed relationships between latent constructs and *Behavioural Intention* and *Use Behaviour* in a specific context.

Table 4: Results Hypothesis confirmation

Hypotheses	β	t value	p value	Decision
H1: PE impacts BI	0.396	4.006	***	Supported
H2: EE impacts BI	0.042	0.48	0.631	Unsupported
H3: SI impacts BI	-0.007	-0.173	0.863	Unsupported
H4: FC impacts BI	-0.019	-0.378	0.706	Unsupported
H5: Price/value impacts BI	-0.008	-0.089	0.929	Unsupported
H6: Trust impacts BI	0.084	0.793	0.428	Unsupported
H7: WOM impacts BI	0.314	4.502	***	Supported
H8: BI impacts user behaviour	1.196	16.025	***	Supported

*** $p < 0.001$
Source: Authors

6. Discussion

The structural model developed from the theoretical model of the UTAUT2 grants confirmation to the guiding hypotheses where two factors, PE ($\beta=0.396$, $p < 0.001$), and WOM ($\beta=0.314 < 0.001$) are significant in the intention of using these platforms. In addition, it is confirmed that BI predicts user behaviour. Coefficient of determination (R^2) of 90% indicates that the variability in the dependent variable can be explained by the predictor variables included in the model by 90%. This implies that the model developed in this research has a good predictive power, since a large part of the variability observed in the dependent variable can be explained by two independent variables specified in the model, *performance expectancy and WOM*.

From the stated structural model, it is possible to answer the first research question posed, that is, what factors of the UTAUT2 model affect the intention and use of TRPs.

The results demonstrate that PE significantly influence BI. The perception lies on the underlying premise for the platforms as aiding in users' needs and meeting expectations from this travel and restaurant platforms. This factor is directly related to user experience, since, when a user has a high expectation of performance, they are likely to be satisfied with the platform and use it frequently. *Performance Expectancy* encompasses functionalities such as usability, reliability, and quality of information. Users perceive that the use of TRPs helps them achieve their goals and meets the needs and expectations. These results are consistent with other studies, where PE influences the *intention of use* in food delivery apps (Zanetta *et al.*, 2021), and in travel search engines (Ali et al., 2022; Lim et al., 2022; Nawaz et al., 2020; Palos-Sanchez et al., 2021).

The results show tha*t EE* is not as significant in factoring the use of TRPs, so users do not perceive that they need a significant effort to use it. *Ease of use* is a key factor in reducing the *Effort Expectancy*. For this, travel and restaurant platforms must provide a clear, concise, and updated confirmation, with an easy interface and accessibility in navigation, all this will lead to a positive user experience and therefore a greater use of this. Thus, users consider TRPs easy to use, and, in this way, the perception is towards reduced effort (Garg, 2021). This is also consistent with previous studies (Ali et al., 2022; Gupta et al., 2018; Gupta & Dogra, 2017; Lu & Yu-Jen Su, 2009).

SI does not affect BI of using TRPs. This factor may be relevant for the first use of the platforms, but it is not enough to maintain its use over time since. Although there are people who recommend the use of the platforms, if it does not meet the expectations of the user, they will not continue using it. These results are confirmed by previous research (Ali et al., 2022; Gupta & Dogra, 2017; Hew et al., 2015; Nawaz et al., 2020; Sarmah et al., 2017).

Neither are FC factoring in the use of TRPs. *Facilitating Conditions* include access to platform, mobility, device input, connectivity, language, etc., so that users perceive that it is an accessible platform with optimum technical features that will be designed for minimizing difficulties. It has previously been confirmed that users consider platforms to be easy to use, so this will lead to users not perceiving FC as a relevant factor in BI, since these appear irrelevant for its ease of use. This is consistent with another research (Aranyossy, 2022; Palos-Sanchez et al., 2021).

Accordingly, PV does not influence BI in TRPs. Users seek to get the most value for their money when they access these apps, so these are competing in the price and promotions band, a spectrum that it is not a key either in platform usage. Other aspects more relevant when booking services in a travel or food platform are security, brand image and experience, as heard from other users, before making a booking decision. Moreover, the variable of this study focuses on studying the intention of use and adoption of use travel and restaurant platforms, but not directly in the purchase, so it refers to psychological, social, and contextual factors rather than to economic or cost-related reasons. These results have been confirmed in other studies (Cabrera-Sánchez et al., 2020).

A second guiding question in the study is how *trust* and *WOM* as factors are improving the UTAUT2's predictive model. The preliminary assumption is *trust* does not influence intention to use TRPs, as they need to be strapped in the regulatory framework from European Union payment security regulations: (Directive (EU) 2015/2366). These legislation aids at transparency and accountability in the management of payment data and at increased accountability for service providers, including travel and food tools.

Trust is the belief that using a particular technology or service will produce positive results. This variable is assessed via financial security added to platform disclaimers, where users trust the platform and feel that their financial information is safe, and, also, in considerations around security when users are relying in a bottom-line agreement for feeling that their personal information is protected. Since users trust the security of their data as handled by these platforms, they will feel safe or will not see any additional risk in the privacy of their data, so it is likely that the study participants could have a bias towards security, based on the inherent legality as a layer of protection in the users' financial information, such as, data encryption and verification of users' identity. That is, they could have evaluated the security of the platform as something intrinsic or non-negotiable, and therefore not influential in their decision prior to using the platform. Similarly, other studies have found lack of interlink between *trust* and *behavioural intention* (Cabrera-Sánchez et al., 2020; Curtale et al., 2021).

Finally, the results show that *Word-of-Mouth* significantly influences intention and use behaviour. As a result, these web ratings are influencing users' perceptions and decisions. These results are consistent with previous studies (Cabrera-Sánchez et al., 2020; Öğüt & Onur Taş, 2012; Ye et al., 2011).

There is a higher probability of using TRPs if the recommendation comes from people close to the user, or from reliable web reviews, since opinions are rooted from their own experiences. In addition, these opinions are valuable for community and for TRPs.

7. Conclusions

The digital environment worldwide has evolved rapidly, to the point that the transformations in recent decades have revolutionized sectors as travel, food, or leisure. TRPs represent a stimulating field of study for researchers, given the remarkable possibilities of analysis they pose to understand the behaviour of citizens, and thus be able to provide new tools to improve their leisure experiences. In this case, the objective of the study set to investigate factors influencing technology adoption in travel and restaurant industries. Taking as a reference all the above during the hypothesis test, the study points at *performance expectancy* and *WOM* as the two variables influencing the use of these platforms, since user's perceptions are affected by effectiveness and usefulness of the platforms. More specifically, it has been pointed out that the proposed model is highly predictive, with a coefficient of determination of 0.90.

From this angle of analysis, BI and usage associated with TRPs are significant for ease of use, and web ratings appear most relevant to make the platforms attractive to users, as travel and food services adapt to their requirements. This would demonstrate the high capacity of users to function in the digital environment, as well as the simplicity of the user configuration for TRPs, which are indeed key ingredients to its success.

7.1 Theoretical contributions

Through this research, the factors influencing the intention and usage of TRPs have been determined through the validated UTAUT2 model. Additionally, the results of the research, have confirmed that certain variables can be eliminated from the original model as they are implicit in users' digital experience. (Ali et al., 2022; Palos-Sánchez et al., 2022; Tamilmani et al., 2022; Wang and Jeong, 2018). This approach has enabled to adequately identify which are the factors from the UTAUT2 model that are influencing user intention and usage of TRPs (RO1), and to detect the relationships established between the factors analysed and the intention and usage of TRPs (RO2).

Furthermore, it has been verified that, among the added factors to the model (Trust and WOM), only WOM has been statistically supported as a significant factor (RO3). Thus, WOM manifests itself as the most relevant factor affecting TRPs intention and usage (RO4). Moreover, it is essential to confirm that UTAUT2 model can be effectively implemented with new theoretical variables that impact TRPs, thereby enhancing confidence in the existing model with a higher predictive effect in evaluating intention and usage of the aforementioned digital tools (RO5).

Finally, it is remarkable that it was possible to apply the UTAUT2 model to a specific context and in a delimited geographical area, so researchers or companies from other countries can benefit from the enquiry and better understand use of platforms for improved user experience.

7.2 Managerial and social contributions

This paper led to better narrowing of the factors that influence the use of TRPs, managing to detect needs and preferences of users in search for restaurants, accommodation, or entertainment, so it can help develop better and more personalized digital leisure products. Likewise, this research helps to identify the factors that improve the user experience of these platforms, so that their identification and potentiation increase usage. In this sense, knowing the factors that influence the decision of users on TRPs serve to develop appropriate marketing strategies that attract potential customers.

Specifically, this research shows that Performance Expectancy positively influences the intention to use TRPs, which will provide useful resources to digital developers and leisure and restaurant service companies to develop appropriate marketing strategies.

In this way, the usability and design of technologies is a remarkable factor for digital marketing experts, since the fewer the efforts to understand the technology, the greater the intention to adopt and use it.

Moreover, it is necessary to emphasize the fact that WOM influences the intention to use these applications, so that the professionals of these companies should develop different strategies, such as: improving existing loyalty programs, create content that is susceptible to viralization and with emotional implications, adapt the contents of said platforms to the social needs of users, or provide added value to customers through correct after-sales service.

In addition, the fact that word-of-mouth communication positively affects the intention and use of the platforms allows society itself to increase its power over the application developers, and force changes to be made in favour of different groups. Otherwise, the apps will not be recommended. A clear example could be the development and improvement of applications used in restaurants. Users would recommend those applications that allow them to reduce waiting times to be served, view the menu with those foods that may not be consumed by vegans, allergic or intolerant people, place orders without needing to be attended to by the establishment's staff, or facilitate the payments through the platform itself. All of this represents a notable advance in providing more satisfactory experiences for consumers.

7.3 Limitations

In the present research, the selection of the sample has been carried out through a non-probability Convenience Sampling, so the possibility of bias could be increased, and the results do not represent the entire population. In this sense, 45% of the people who responded to the questionnaire were born in the year 2000 or before, which may also affect the behaviour intention rate of the total sample. It is convenient for querying, but a better tool for surveying will align with a wider age demographic.

Another limitation from a transversal analysis is that perceptions of TRPs vary over time, due to technological changes in the platforms or the digital environment, as well as social changes produced in the fast-paced environment.

Finally, another limitation is that the UTAUT2 model does not consider the influence of cultural factors, such as values and beliefs, nor the previous experience of respondents, factors that can influence how people adopt and use TRPs.

7.4 Future research

Aligned with the results presented, it is possible to visualize a line of research that is solid as it is validating the UTAUT2 model extended version in travel and food context, being transferable to applied knowledge from other contexts. For example, in future research the target population of the sample could have a type of disability or special needs. Furthermore, it should be studied the proposal to apply the aforementioned model to digital platforms related to food delivery, such us *Just Eat, Glovo* or *Uber Eats*, and restaurant review and opinion management platforms such as *Tripadvisor* or *Yelp*.

In the end, it should be noted that this model could be applied to platforms based on artificial intelligence, virtual reality, or machine learning, in order to predict user preferences and also for improving current TRPs.

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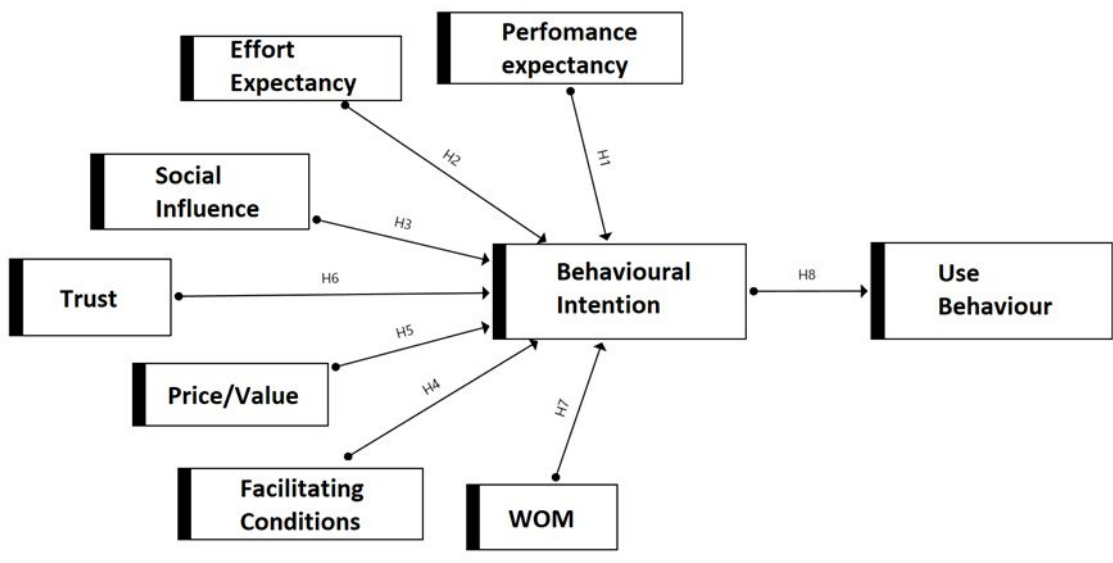
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Figure 1: Model for the analysis

Source: Authors